

# 2019 Tennessee Tobacco & Vape Policy Poll



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AN INITIATIVE OF

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PUBLIC OPINION  
STRATEGIES



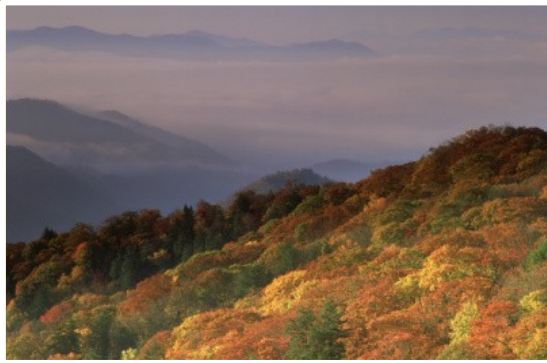
# Methodology

**Public Opinion Strategies is pleased to present the key findings of a statewide telephone survey conducted in Tennessee. The survey was completed February 7-10, 2019, among 600 registered voters, with 300 cell phone respondents, and has a margin of error of  $\pm 4.0\%$ .**



**PUBLIC OPINION  
STRATEGIES**

# Political Environment



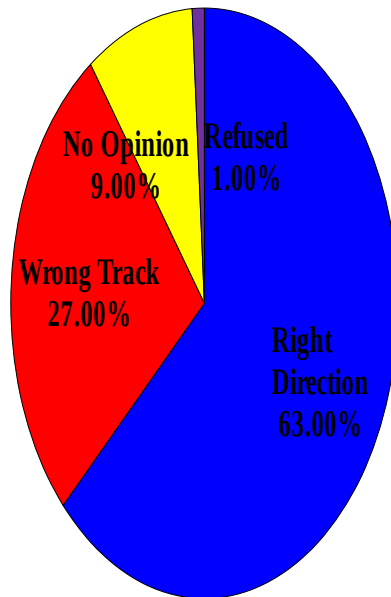
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# GOPers, Inds, and a plurality of soft Dems say things in Tennessee

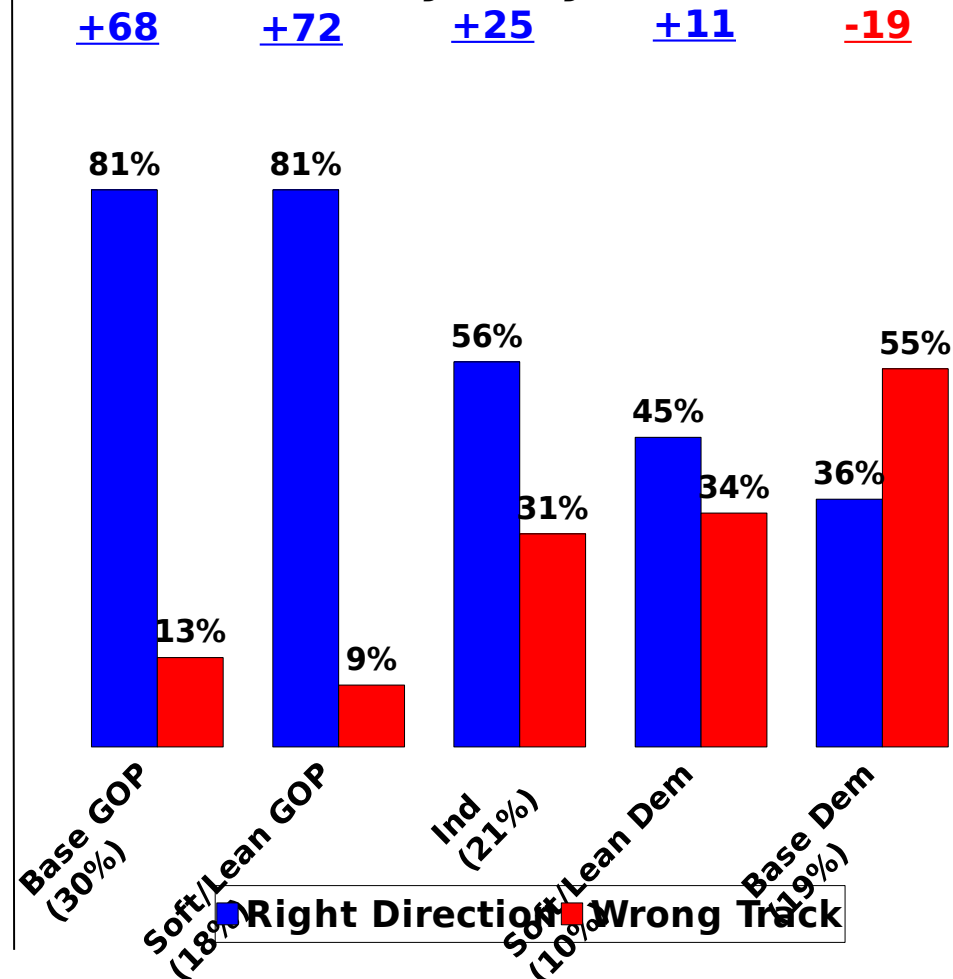
are heading in the right direction, while base Dems disagree.

"Would you say that things in Tennessee are going in the right direction, or have they pretty much gotten off on the wrong track?"

Overall



By Party





# Smoking/Vaping Concern



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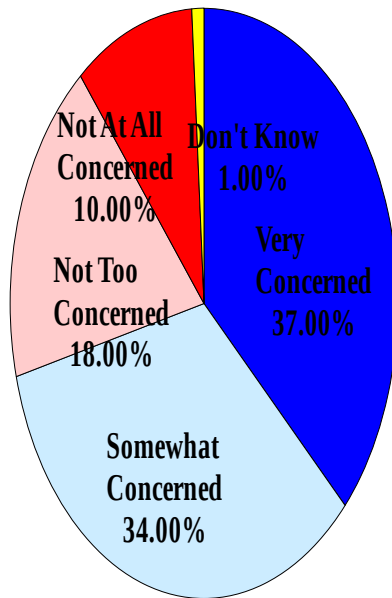


# Seven out of ten Tennessee voters say they are concerned about smoking and other tobacco use among young people.

*"How concerned are you about smoking and other tobacco use among young people in Tennessee?"*

## Overall

**Total Concerned**  
**70%\***  
**Total Not Concerned**  
**28%**



## Top Groups - Very Concerned

Someone Else in Household is Veteran	51%
Age 65+	50%
Base Dems	48%
Women 45+	47%
Chattanooga DMA	46%
Dem Men	46%
GOP Women	44%
African Americans	43%
Memphis DMA	42%
Veteran Household	42%
Dems	42%
Non-Smokers	41%
Women w/o Degrees	41%
Very Conservative Voters	41%
Men 45+	41%
Total Minority Voters	41%

\*Denotes Rounding

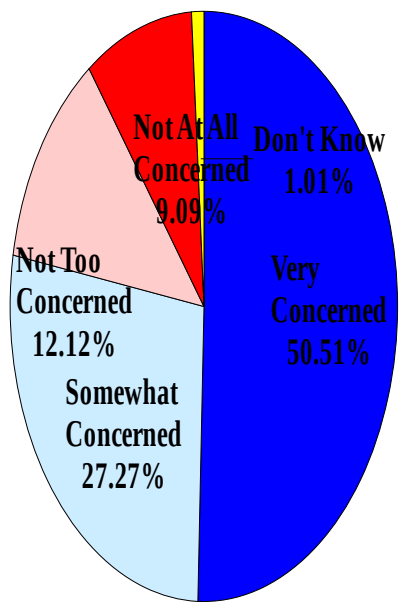
# Half of voters say they are very concerned about

vaping and the use of e-cigarettes among young people

*"How concerned are you about vaping and the use of e-cigarettes like JUUL among young people in Tennessee?"*

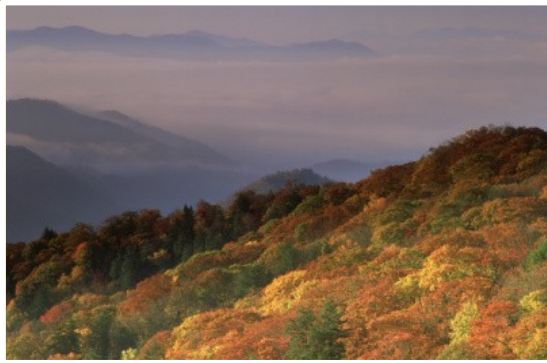
Overall young people - Very Concerned (50%)

**Total Concerned**  
**77%**  
**Total Not Concerned**  
**21%**



<b>GOP Women</b>	<b>64%</b>
<b>Chattanooga DMA</b>	<b>63%</b>
<b>Age 65+</b>	<b>63%</b>
<b>Women 45+</b>	<b>63%</b>
<b>Someone Else in Household is Veteran</b>	<b>62%</b>
<b>Women w/o Degrees</b>	<b>59%</b>
<b>Base Dems</b>	<b>58%</b>
<b>African Americans</b>	<b>57%</b>
<b>Memphis DMA</b>	<b>57%</b>
<b>Women</b>	<b>56%</b>
<b>Total Minority Voters</b>	<b>55%</b>
<b>Moms</b>	<b>55%</b>
<b>Dem Men</b>	<b>54%</b>
<b>Women w/ Degrees</b>	<b>54%</b>
<b>Base GOPers</b>	<b>54%</b>

# Tobacco 21



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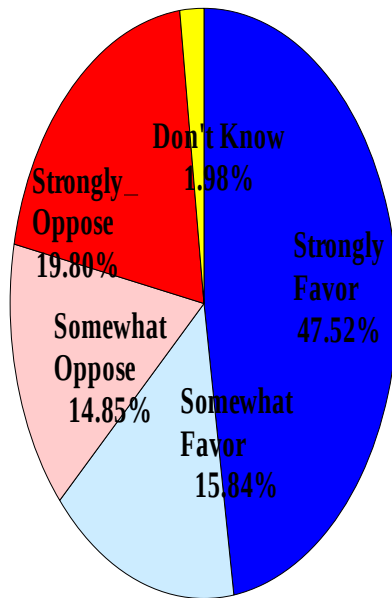


# Nearly two-thirds of voters favor raising the minimum age to buy tobacco to 21,

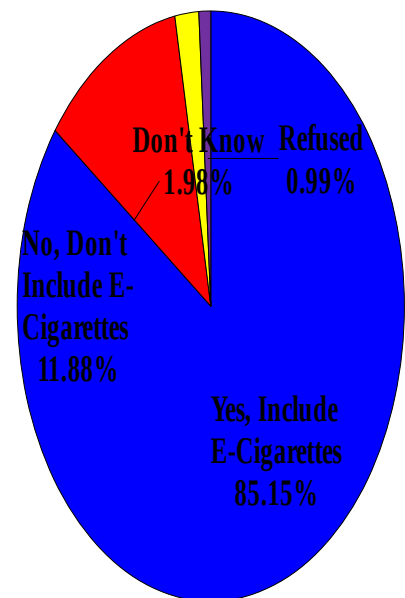
and an overwhelming majority say e-cigarettes should be included in that law.

*"Would you favor or oppose raising the minimum age for the sale of cigarettes and other tobacco products in Tennessee from age eighteen to age twenty-one?"*

**Total Favor**  
**63%\***  
**Total Oppose**  
**34%\***



*"Still thinking about this if the state passes a law to raise the age for the sale of cigarettes and other tobacco products from age eighteen to age twenty-one, do you think that vaping products and electronic cigarettes like JUUL should be included in that law or not?"*



\*Denotes Rounding

# Support for raising the minimum age to buy tobacco to 21 is bipartisan, with base Dems and base GOPers leading the way.

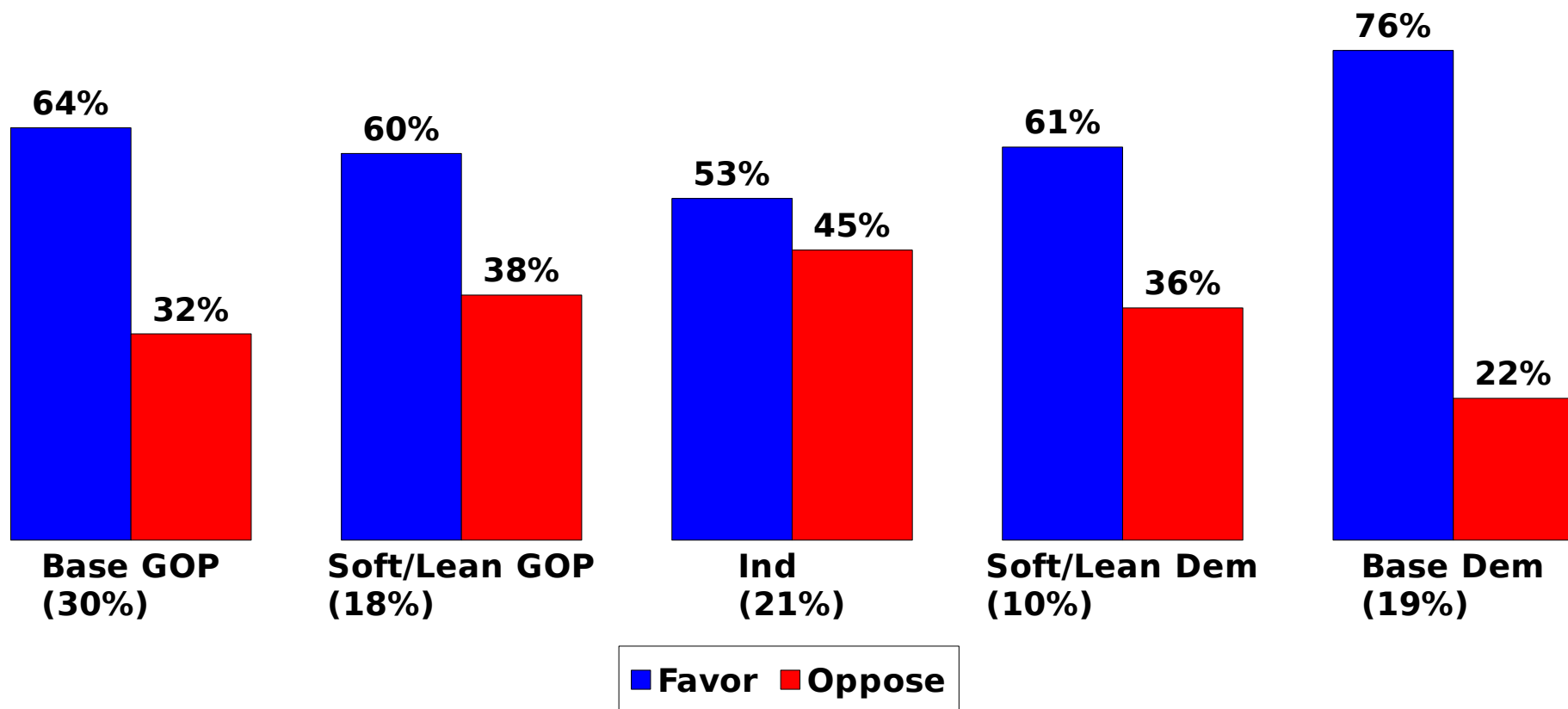
+32

+22

+8

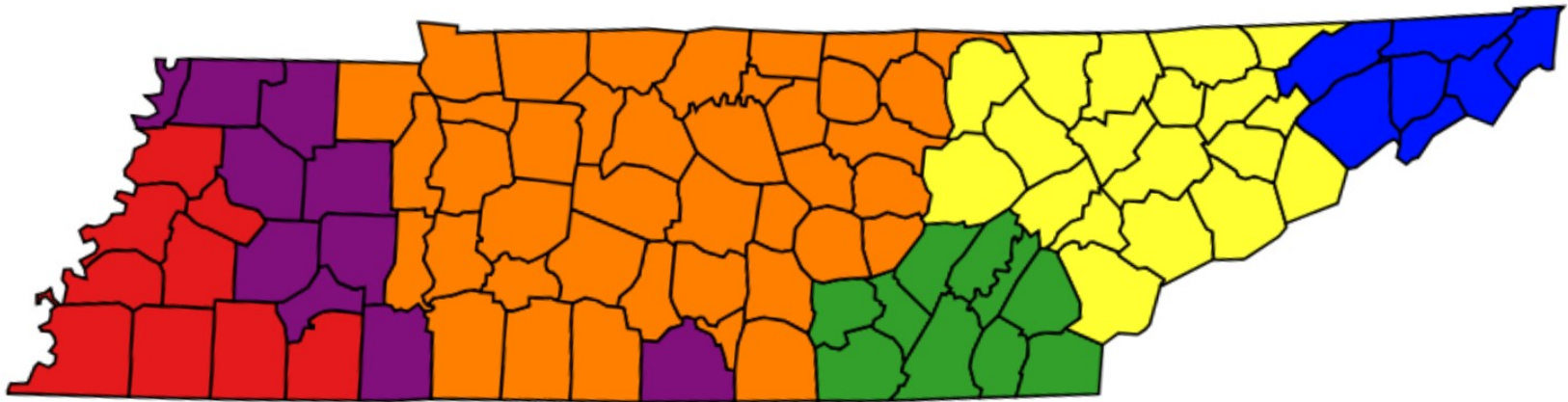
+25

+54



# Voters across the state back raising the minimum age to buy tobacco to 21.

*Tobacco 21 by Media Market*



## ***Memphis (18%)***

<u>Favor</u>	<u>Oppose</u>
67%	31%

## ***Nashville (40%)***

<u>Favor</u>	<u>Oppose</u>
62%	35%

## ***Knoxville (20%)***

<u>Favor</u>	<u>Oppose</u>
61%	36%

## ***Other (5%)***

<u>Favor</u>	<u>Oppose</u>
66%	34%

## ***Chattanooga (10%)***

<u>Favor</u>	<u>Oppose</u>
66%	33%

## ***Tri-Cities (8%)***

<u>Favor</u>	<u>Oppose</u>
66%	34%

# Voters across ideological lines support raising the minimum age to buy tobacco to

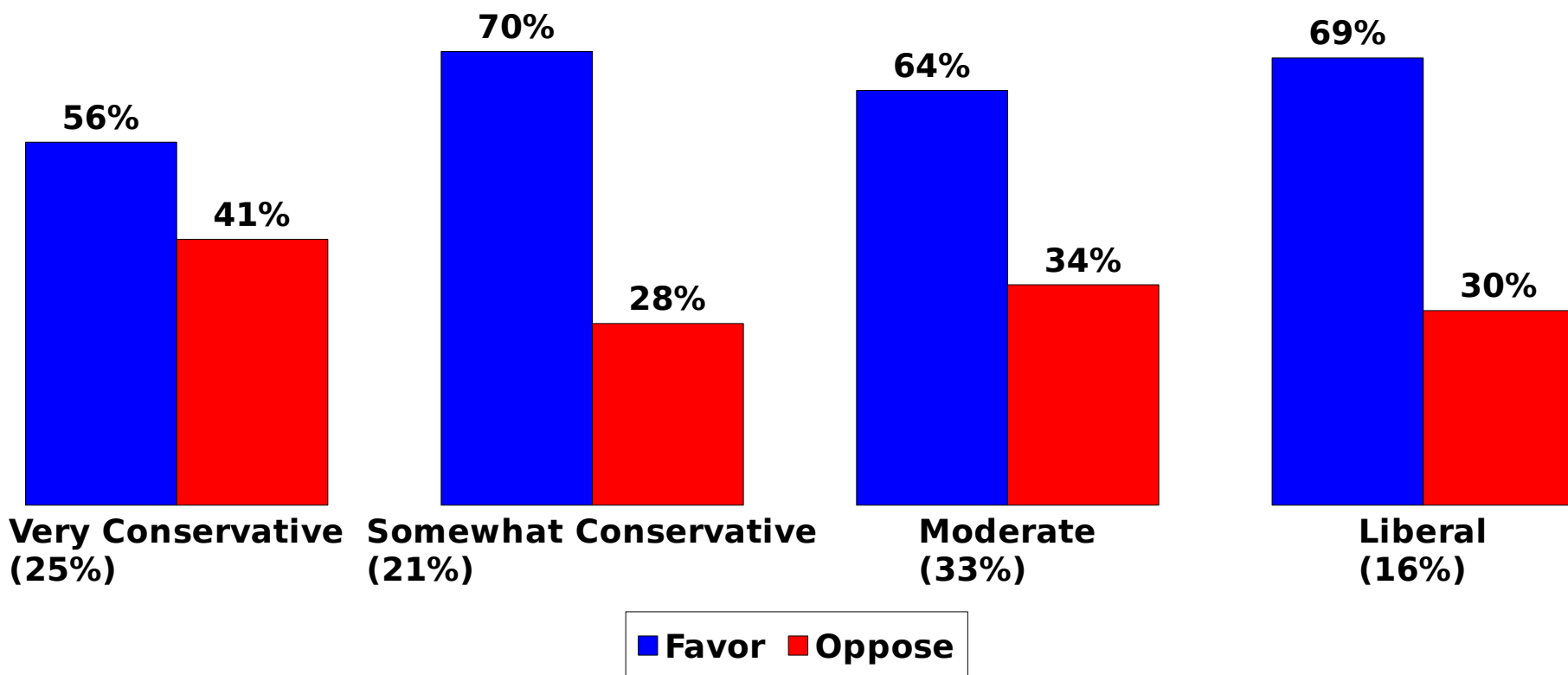
**Tobacco 21 by Ideology**

+15

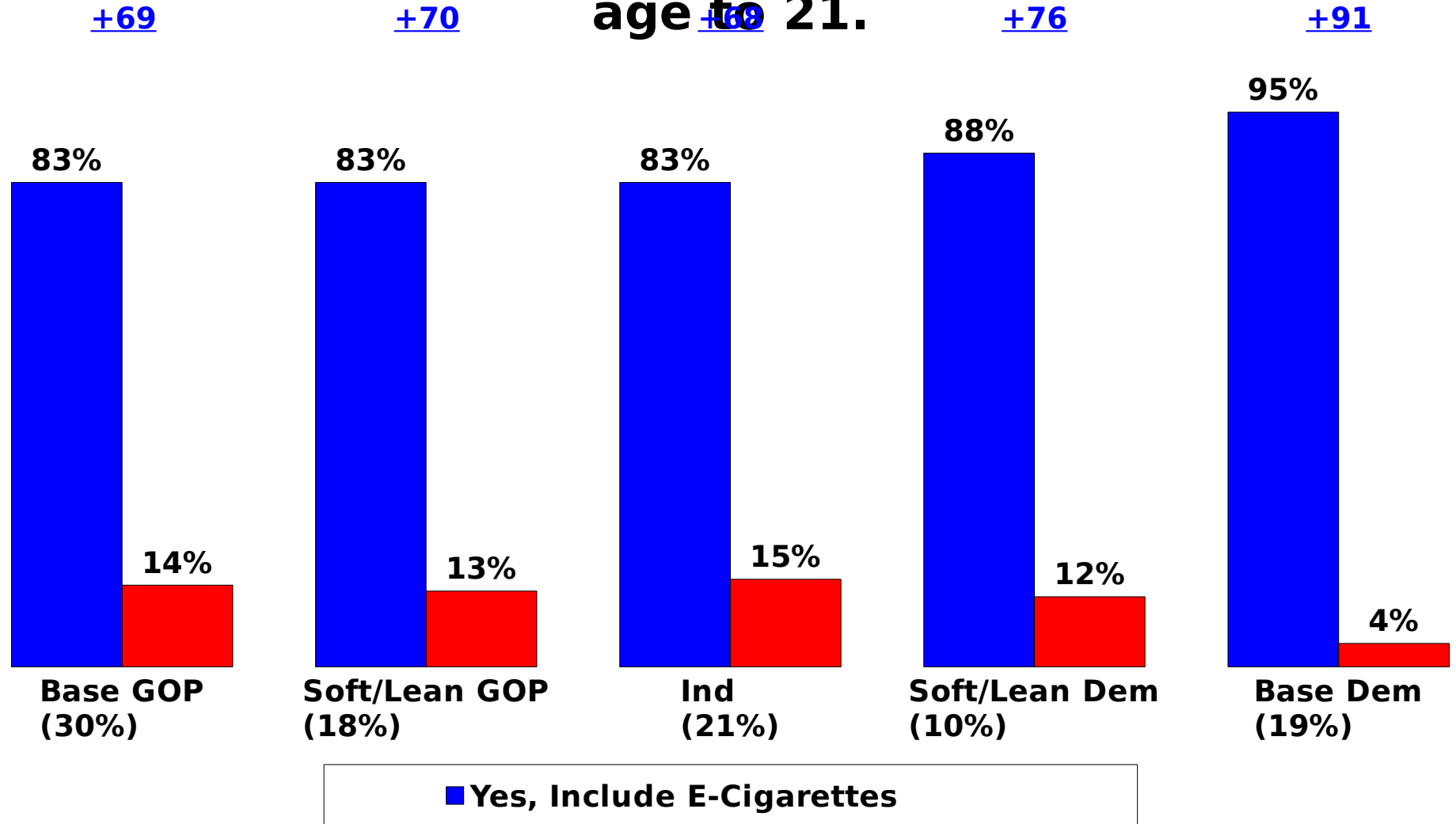
+42

+30

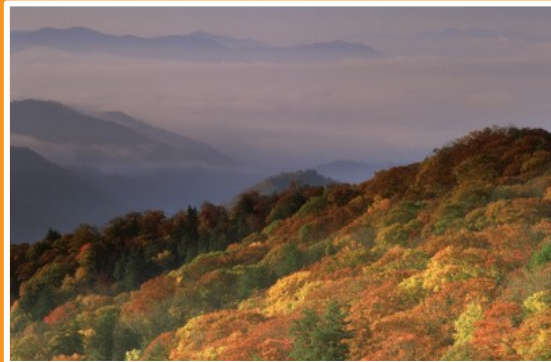
+39



# Voters across party lines overwhelmingly support including e-cigarettes in a law that raises the minimum tobacco purchasing age to 21.







# Smoke-Free Workplaces



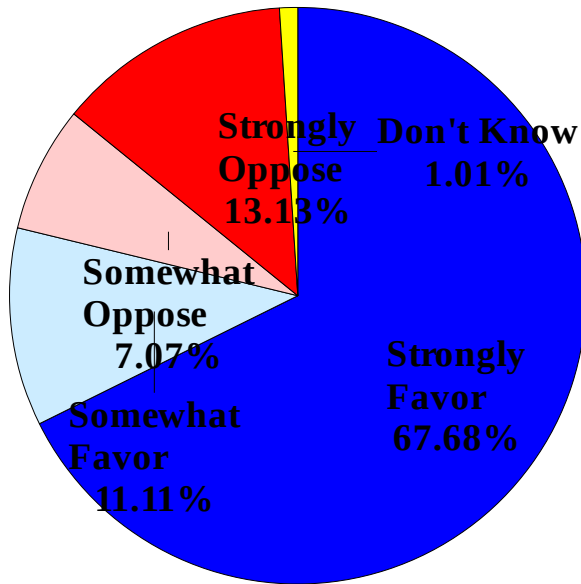
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# Two-thirds of voters strongly favor a state law that would make all indoor public places smoke-free.

*"Would you favor or oppose a state law that would make all indoor public places smoke-free by prohibiting smoking inside all workplaces, public buildings, offices, bars and restaurants?"*

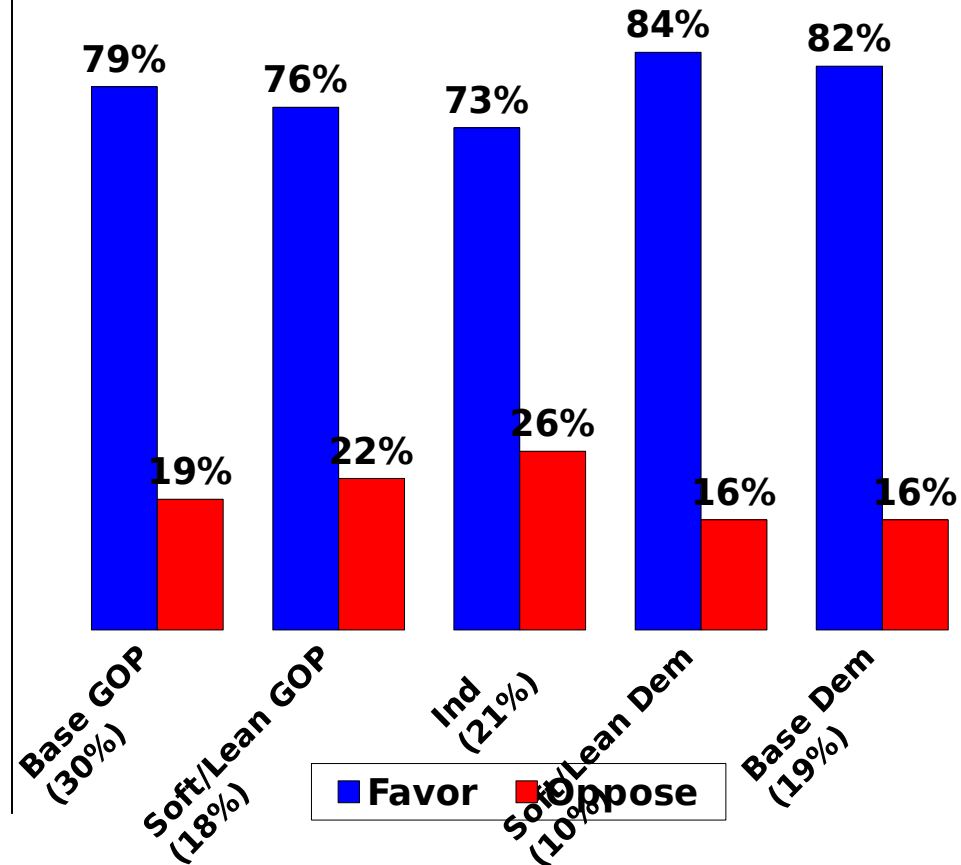
**Overall**

**Total Favor**  
**78%**  
**Total Oppose**  
**20%**



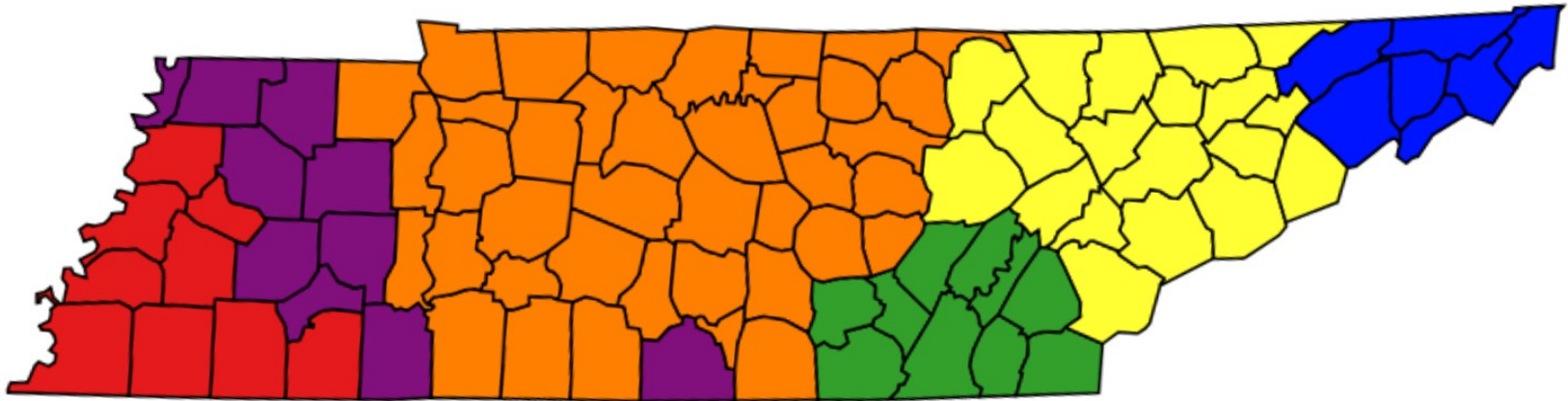
**By Party**

**+60**   **+54**   **+47**   **+68**   **+66**



# There is very strong support for a smoke-free workplace law across the state.

## *Smoke-Free Workplaces by Media Market*



### ***Memphis (18%)***

<u>Favor</u>	<u>Oppose</u>
82%	17%

### ***Nashville (40%)***

<u>Favor</u>	<u>Oppose</u>
79%	19%

### ***Knoxville (20%)***

<u>Favor</u>	<u>Oppose</u>
74%	23%

### ***Other (5%)***

<u>Favor</u>	<u>Oppose</u>
79%	18%

### ***Chattanooga (10%)***

<u>Favor</u>	<u>Oppose</u>
79%	21%

### ***Tri-Cities (8%)***

<u>Favor</u>	<u>Oppose</u>
76%	20%

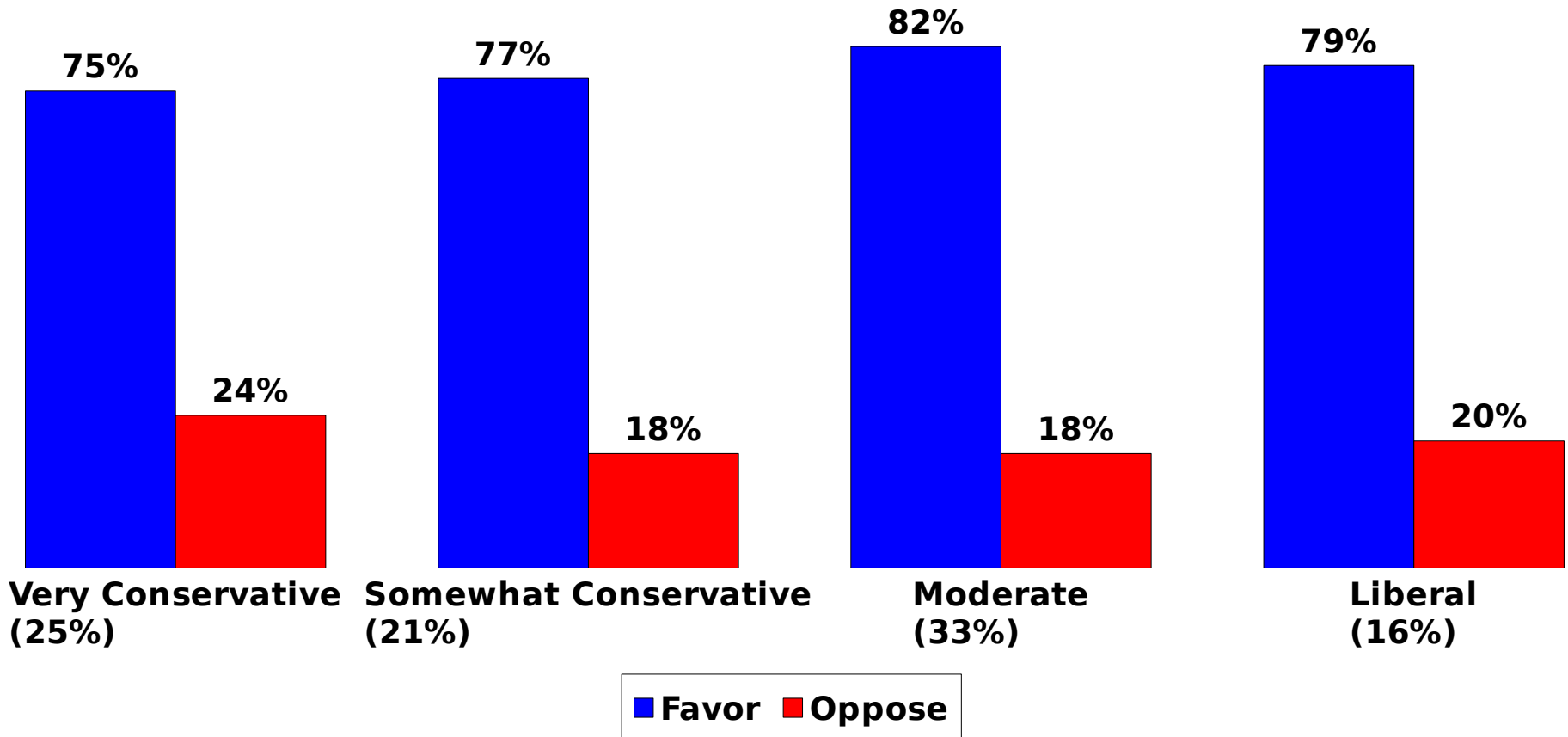
# Over three-quarters of voters across ideological lines would support a smoke-free workplace law.

+51

+59

+64

+59

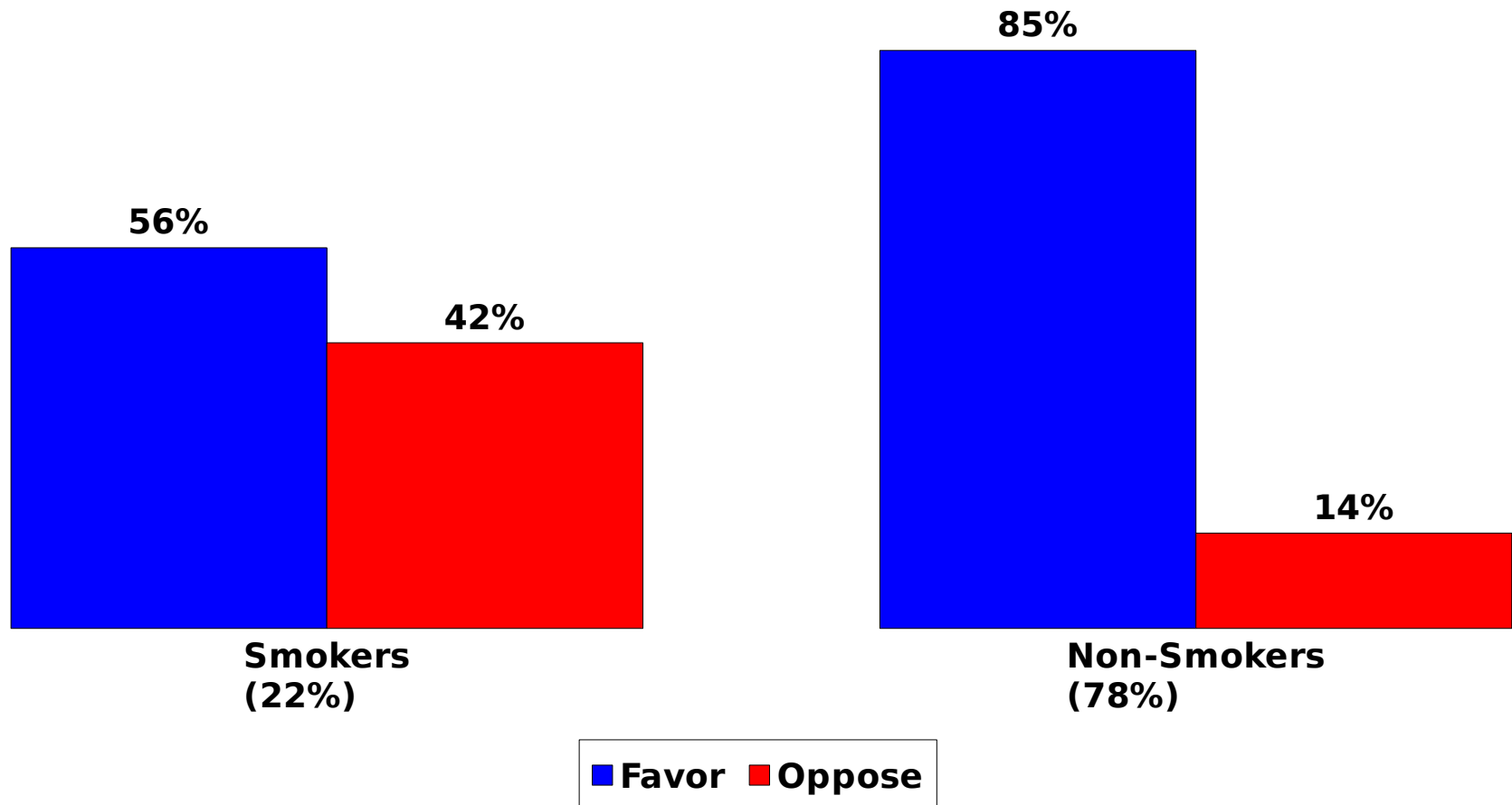


# Even a majority of smokers back smoke-free.

*Smoke-Free Workplaces by Smokers*

+14

+71





**Over three-quarters of Tennessee voters say the rights of customers and employees to breathe smoke-free air trumps the rights of smokers to smoke.**

*“Please tell me which of the following you think is more important...”*

**78%**

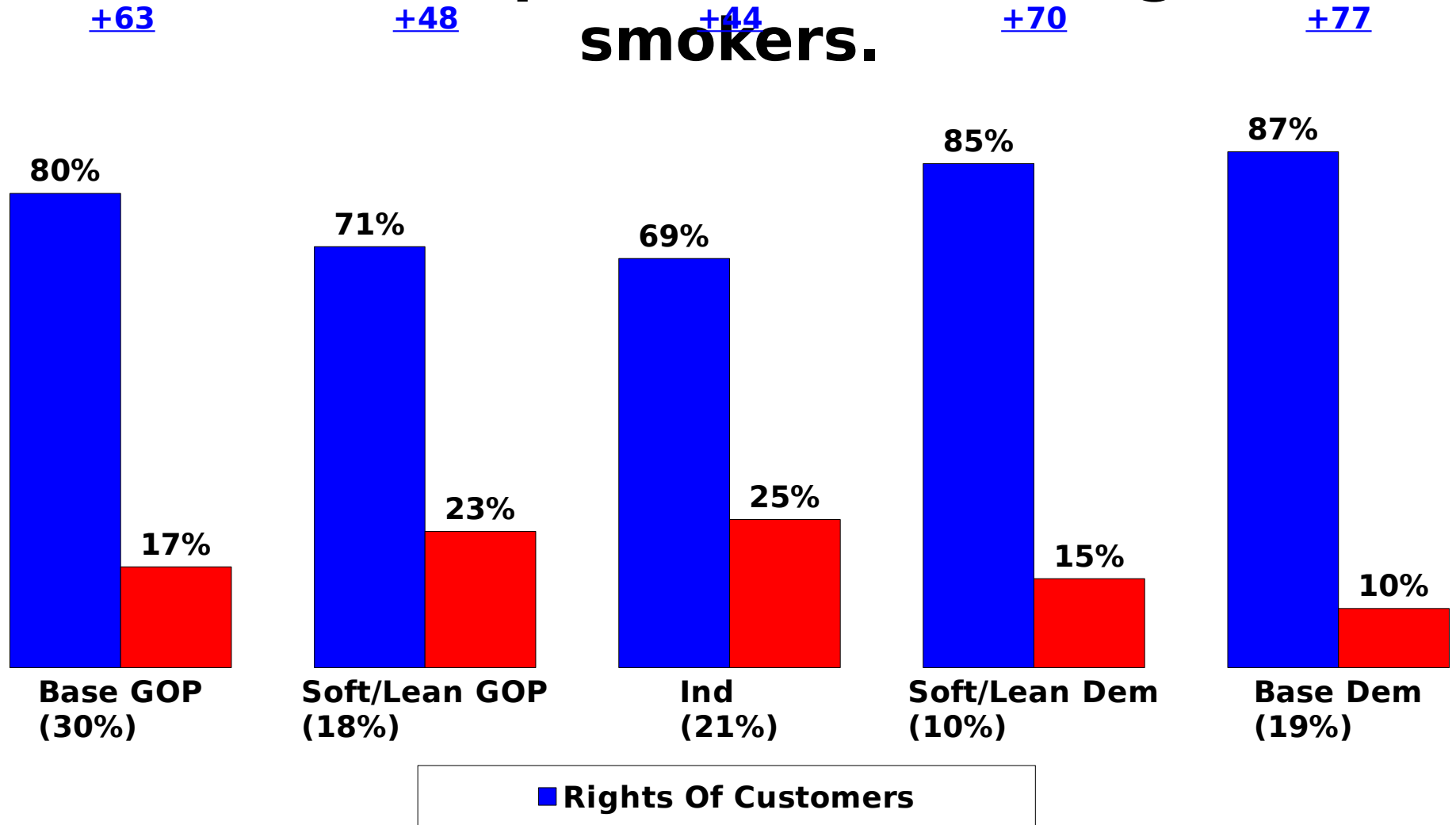
*The rights of customers and employees to breathe clean, smoke-free air inside restaurants, bars and other workplaces*

***...or...***

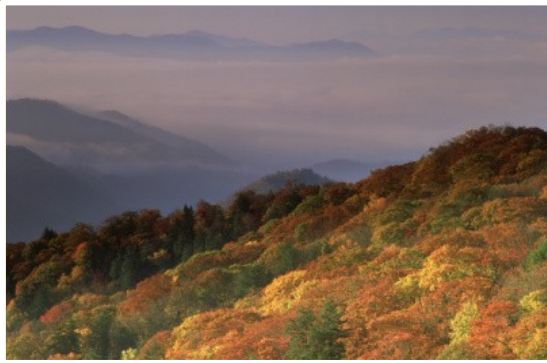
**18%**

*The right of smokers to smoke and owners to allow smoking inside restaurants, bars and other workplaces*

# Voters across party lines say the rights of customers are more important than the rights of smokers.



# Dedicated Tobacco Prevention Funding



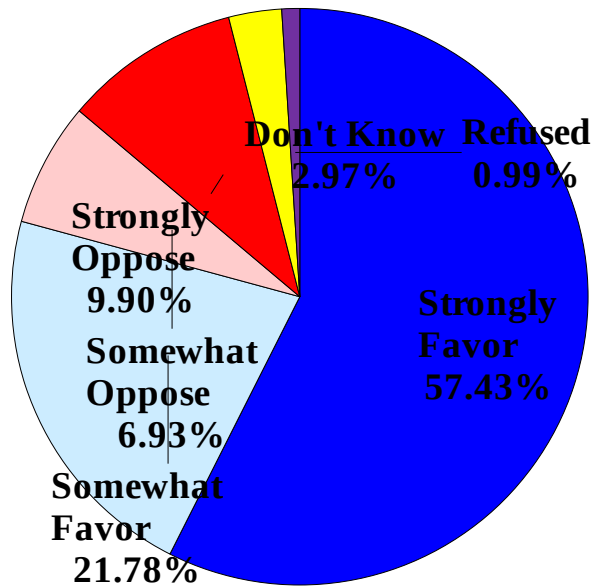
PUBLIC OPINION  
STRATEGIES

# A majority of voters strongly favor dedicating at least four million dollars of the state's tobacco revenue funds to prevention programs.

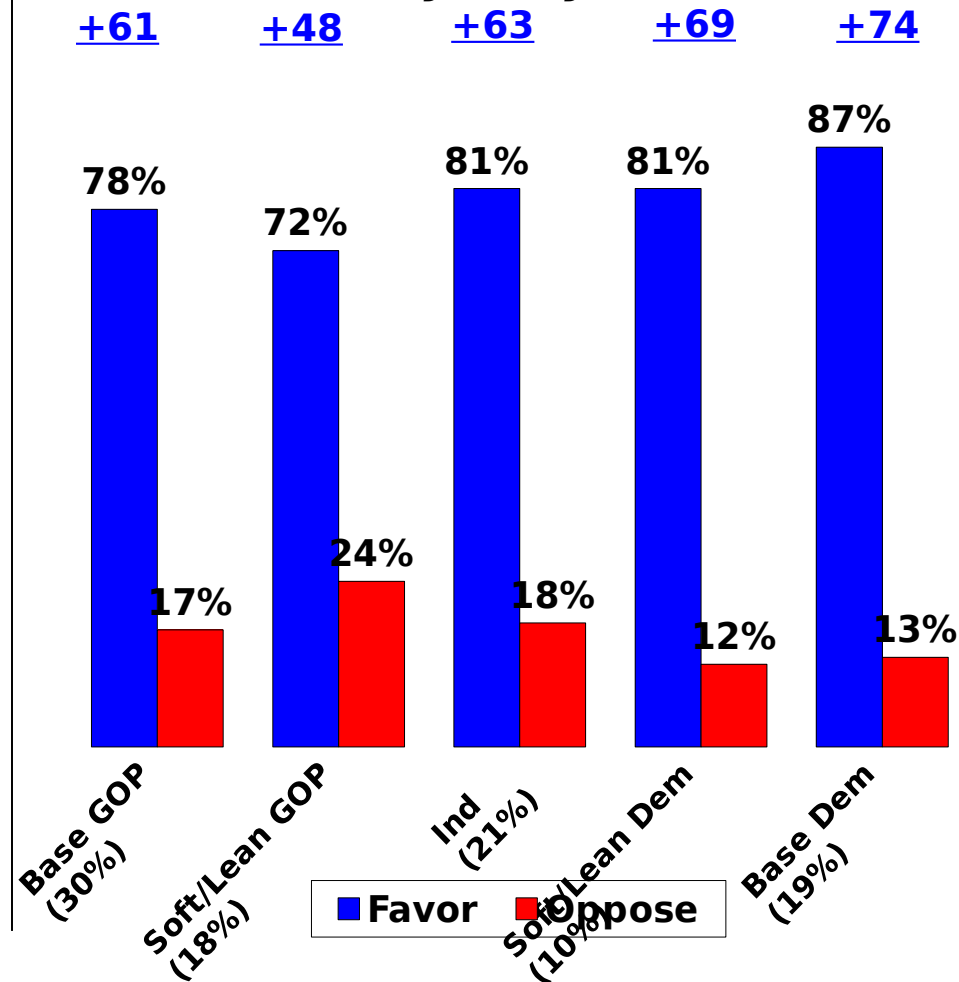
*"Each year, Tennessee receives about four hundred million dollars in tobacco revenue. Currently, none of this money is used to fund a tobacco prevention program to prevent kids from smoking and help adults who want to quit. Would you favor or oppose dedicating at least four million dollars of the state's funds to tobacco prevention programs?"*

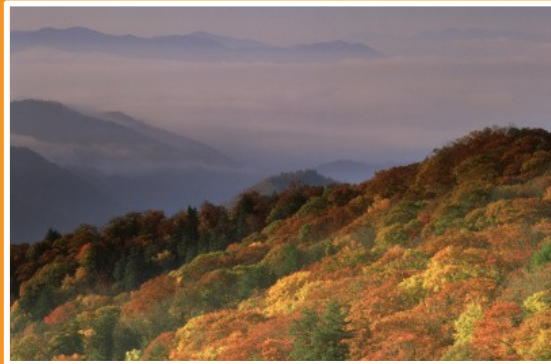
**Overall**

**Total Favor**  
**80%**  
**Total Oppose**  
**17%**



**By Party**





# The Bottom Line



PUBLIC OPINION  
STRATEGIES



## The Bottom Line

A strong majority of Tennesseans favor raising the minimum age for tobacco sales to 21, with an overwhelming majority saying e-cigarettes should be included in the law. Support for Tobacco 21 crosses partisan, demographic, and geographic lines.

Voters in Tennessee are concerned about smoking and other tobacco use among young people in the state. Seven-in-ten voters say they are concerned about tobacco use among young people, with 37% saying they are very concerned. Tennesseans are even more concerned about vaping and the use of e-cigarettes among young people in the state (77% concerned), with half of voters saying they are very concerned.

When asked if they would favor or oppose raising the minimum age for tobacco sales to 21, 63% say they would favor raising the minimum age, with just 34% opposing. Intensity is strong, with 48% of voters saying they strongly favor the age increase. Key findings among subgroups include:

- By party, base Dems and base GOPers drive support, with 76% and 64% in favor, respectively. Soft GOPers and Dems are also largely supportive with support around 60%. A majority of Independents also favor the move, with 53% in favor.
- Voters across the state's media markets support raising the minimum age to 21.

## The Bottom Line

- Women drive support, with 68% of younger women (age 18-44) and 69% of older women (age 45+) supporting. Younger men are slightly more divided (51% favor/47% oppose), while 64% of older men favor the change.
- Voters across ideological lines support the increase. While very conservatives are the least supportive, with 56% in favor, 64% of moderates favor the change. Support hovers near 70% for somewhat conservatives and liberals.
- Fully, 86% of voters say that e-cigarettes should be included if the state passes a law to raise the age for tobacco sales to 21.

On other tobacco issues that were tested in the survey, smoke-free workplaces are strongly supported by voters, with 78% in favor and just 20% opposed. Support is well over 70% across party lines. Even a majority of smokers back smoke-free workplace legislation, with 56% in favor. More than three-quarters of voters say the rights of customers and employees to breathe smoke-free air is more important than the rights of smokers to smoke and owners to allow smoking. Eight-in-ten voters favor dedicating the state's tobacco revenue funds to tobacco prevention programs.

In sum, support for Tobacco 21 is broad and deep in Tennessee, crossing party, ideological, and demographic lines. Voters in the state strongly support smoke-free workplaces. Tennesseans overwhelmingly back dedicated tobacco prevention funding.



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